

NEW MEXICO *True*

Adventure that Feeds the Soul.

Economic Impact

Tourism is one of the most influential drivers of New Mexico's economy

- In 2016, **35 million** visitors came to New Mexico - an increase of 2.9% from 2015.
- Visitor spending has increased for six consecutive years, reaching **\$6.4 billion** in 2016.
- Tourism generated **\$4.8 billion** in state GDP in 2015—**5.1%** of the total New Mexico economy.
- Tax revenue from tourism reached **\$642 million** in state and local taxes in 2016. Taxes and fees combined totaled **\$1.4 billion** in 2016. These tax dollars go to federal, state and local governments to help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.
- Halo effect research shows that exposure to New Mexico and tourism campaigns positively influences perceptions of living and working in our state.
- In 2016, recreation and food and beverage growth outpaced overall spending growth.